

BECOMING A FIXION MEDIA PUBLISHER

There are three distinct representation levels for publishers at Fixion Media. Exclusivity and first-access to inventory are important to consider in determining the right plan for your digital property.

Flagship Representation → Publisher Take: 65% *

- Fixion Media is listed on your site **as official and exclusive ad representative**
- Fixion Media manages **100%** of the technology required to run digital ads on your site
- Fixion Media manages negotiations, campaign setups, invoicing and collections

Premium Representation → Publisher Take: 60% *

- Fixion Media is listed on your site **as an authorized ad representative**
- Fixion Media manages one or more **exclusive placements on your site** (chosen by Publisher)
- Fixion Media manages negotiations, campaign setups, invoicing and collections
- Fixion Media has first access to inventory
- Fixion Media will direct all vacant ad inventory back to Publisher

Basic Representation → Publisher Take: 50% *

- Fixion Media is **NOT** listed on your site **as an authorized ad representative**
- Fixion Media provides ad tags that can be inserted into your pre-existing ad server
- Fixion Media reserves the right to dictate the amount of inventory it will serve monthly
- Fixion Media reserves the right to request specific geo-targeted inventory only



For complete details relating to the publisher revenue share please pay special attention to Section III. Rates (p.2), Section VI. Payment and Billing (p.5), and Appendix A (p.9) in the Fixion Media Master Services Agreement. Contact sales@fixionmedia.com to request a copy.

Getting Started...

1. E-mail us at sales@fixionmedia.com to tell us about your site. When was it established? What type of content do you publish? How many unique users and ad impressions to do you currently serve monthly? What is your current monetization strategy? Please include any additional info that may be useful in evaluation your site.
2. Once we have received the aforementioned information we will send our Master Services Agreement (MSA) that reflects your desired representation level.
3. We will provide a list of final procedures that will secure inclusion in our roster.

Should you have any questions about our representation levels, Master Services Agreement, or otherwise please don't hesitate to schedule a meeting with us. We are open Monday to Thursday from 11AM– 7 PM EST. Off-hour meetings are available upon request for publishers outside of the North American territory.